

FORMAT FOR DISCLOSURES UNDER REGULATION 29(2) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011

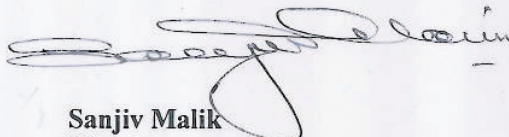
Name of the Target Company (TC)	Max India Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Liquid Investment and Trading Company Private Limited.		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	1.Bombay Stock Exchange 2.The National Stock Exchange of India Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t.total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition under consideration, holding of:			
(a) Shares carrying voting rights	(a) 2,32,38,876	(a) 8.74%	(a) N.A.
(b) Voting rights (VR) otherwise than by shares	(b) Nil	(b) Nil	(b) N.A.
(c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	(c) Nil	(c) Nil	(c) N.A.
(d) Total (a+b+c)	(d) 2,32,38,876 ¹	(d) 8.74%	(d) N.A.
Details of acquisition/sale			
(a) Shares carrying voting rights acquired/sold	(a) Acquired	(a) Acquired	(a) N.A.
(b) VRs acquired /sold otherwise than by shares	(b) 70,000	(b) 0.02%	(b) N.A.
(c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	(c) Nil	(c) Nil	(c) N.A.
(d) Total (a+b+c)	(d) 70,000	(d) 0.02%	(d) N.A.

¹ Total Promoter Group holding prior to acquisition was 10,34,07,786 numbers of equity shares (i.e. equivalent to 38.88%).

After the acquisition/sale, holding of: (a) Shares carrying voting rights (b) VRs otherwise than by shares (c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition (d) Total (a+b+c)	(a) 2,33,08,876 (b) Nil (c) Nil (d) 2,33,08,876 ²	(a) 8.76% (b) Nil (c) Nil (d) 8.76%	(a) N.A. (b) N.A. (c) N.A. (d) N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc). Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Open Market August 19, 2013.		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 53,18,72,078/- (i.e. divided into 265936039 numbers of equity shares of Rs. 2/- each).		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 53,18,72,078/- (i.e. divided into 265936039 numbers of equity shares of Rs. 2/- each).		
Total diluted share/voting capital of the TC after the said acquisition	Not Applicable.		

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For Liquid Investment and Trading Co. Pvt. Ltd.


Sanjiv Malik
Director

Place: New Delhi
Date: August 20, 2013

² Total Promoter Group holding post acquisition is 10,34,77,786 numbers of equity shares (i.e. equivalent to 38.88%).